T A CUTTING

THE CAMPBELL PRESS

"THE BEST NEWS AND ADVERTISING MEDIUM IN THE CAMPBELL COMMUNITY"

VOLUME 30, NUMBER 49 | CAMPBELL, SANTA CLARA COUNTY, CALIFORNIA | WEDNESDAY, AUG. 30, 1933

Current Comment

Senator "Hooey" P. Long, self-styled "Kingfish" of Louisiana is a type of statesman familiar enough to all, and one whose services the country could easily dispense with.

Crude, high-handed, and vulgar to the core, Long has for the past several days been crashing the front page all over these United States—and he loves it. In fact, publicity is the only thing that can possibly keep him in office. The minute the press denies him access to their columns, he is done for where the votes are thickest.

Starting recently with the report of an encounter at fisticuffs, in which the doughty senator received a black eye, he has since been heaping abuse upon the heads of all and sundry.

At the convention of Veterans of Foreign wars in Milwaukee yesterday Long brought down curses upon the heads of the nation's leaders, bitterly denounced recovery plans, and proved the stupidity of the masses who "went" in a big way for his cunning allusions to Wall street, redistribution of wealth, bonuses for veterans, and the like, when as a matter of fact "Hooey" doesn't give a rap for any one but himself.

It is amazing, the way this cheap thug has secured, and held control of his native state. Noisy, boastful, and absolutely disregardful of honest practice, the senator from Louisiana has hoodwinked the population of that state into believing that he is a great man. What little opposition the intelligent people of the state were able to offer was quickly and unethically squelched by Long and his cohorts.

The only rift in the cloud is that, sure as death and taxes, the Louisiana howler will eventually run out of publicity-getting material and he will be dropped like a hot rock at an ice cream makers' picnic. Hasten the day.

The Santa Clara County Press association in a letter to the San Jose Mercury Herald and the San Jose News, takes these papers to task for the unfair practice of distributing, free, certain regular editions of their papers.

The letter, signed by the president of the association, says in part: "This practice is destroying newspaper prestige in Santa Clara county. It is injuring the paid circulation structures of other newspapers in the county that are finding it increasingly difficult to compete with the 'free' circulation of your papers. It is unfair to your own 'paid" subscribers who must pay cash for the issues which you give to others free of charge."

The association believes that the "free" circulation racket is a violation of the letter and spirit of the NRA code, and that it also violates the Fair Trade act passed at the recent legislature.

There is much to be said for the Press association's attitude. The writer, God help him, subscribes to the Mercury Herald, and it is very griping indeed to see, on certain mornings, free copies of that journal spread all over the village, while the writer gets no rebate on "free" days.

Particularly infuriating to the rural press is the fact that one of the "free" days follows publication day of many Santa Clara county weeklies, and it is on that day that the San Jose morning paper carries most of its rural news. The inference is that a lot of it is garnered, with little effort, from the weekly sheets round about the valley.

Crime and Golf Entertain Local Kiwanis Tuesday

Loal Kiwanians enjoyed a varied program yesterday noon. D. Hal Cramer was back with his little yellow baton to lead the singing of his favorite ditty.

T. A. Cutting gave a few stories of the CCC he had visited, and then introduced the real speakers.

George Thaner of Los Gatos gave some very interesting pointers on our slip-shod methods of handling the gun-toting ruffians and gangsters who shoot up more people in this country per week than Europe does in a year.

Citing several recent killings and arrests he pointed out that the enforcement of laws and delay of trials was a disgrace to our country, and urged that Kiwanis clubs "go to the bat" and bring pressure to bear on legislators, judges, and other officials, with the idea of stricter laws, more rigid enforcement, and speedier trials of all offenders.

Irving D. Mabie spoke on the wonderful asset which the Rinconada golf course is to this section, and invited Campbell players to give it their support. The course is but seven minutes drive (DHC) from town. It is one of the best kept and scenic courses in the valley.

In preparation for the coming district Scout court of honor which will be held here soon, the committee appointed consists of T. A. Cutting, chairman, George Burrow, Mark Purmort, Dr. W. I. Merrill and Dr. W. R. Morgan, who will assist Rev. J. H. Bennett, scout master, in shaping up the program.

LOCAL HIGH GRAD PROVES CAMPBELL SCHOOL IS O-KAY

Those who decry the scholastic standing of our local high school will be interested in the case of a certain graduate of the aforementioned institution who recently enrolled at one of the near-by uni versities, in the freshman class.

This young man was so far ahead of the rest of the class in Latin that he has been advanced in that subject after ten days of school.

The young man under discussion is the only one in the class who could correctly translate the day's assignment, which he was able to do with the exception of a single sentence.

A consultation of the university's professors resulted in an invitation to the student to join a second-year class, which he immediately accepted.

That our own high school's product is at par with students from other places is demonstrated by the fact that classes at the university where this occurred are made up of young men from all over the United States.

Visit Mrs. Baugh

Mr. and Mrs. W. W. Wells and little daughter Diane are here from Culver City for a vacation visit with Mrs. Hattie Baugh. Mr. Wells is electrician at the Hal Roach studios.

James Kidward Buried at Santa Clara Saturday

As a shock to his many friends in Campbell came the news of the sudden death Thursday of James A. Kidward of Stephens Creek road. Death, which was attributed to heart failure, overtook him as he was preparing to go to his real estate office in San Jose.

Mr. Kidward had been a public figure for many years. He was at one time chief of police in San Jose for a nine-year period, and had also been police commissioner of that city. He recently ran for the office of sheriff in this county. Mr. Kidward was a valued member of the Campbell high school board of trustees for a number of years.

Funeral services were held Saturday, and interment was made at the Santa Clara cemetery.

Surviving are his widow, Mrs. Georgene Kidward, a son, George Kidward, and a daughter, Mrs. Carrie Ferenbauch of San Francisco.

Woman's Club To Commence Year's Work Sept. 18th

The Country Woman's club will open activities of 1933-34 on Sept. 18 with a lucheon and program beginning at 10 o'clock at the Community hall. This will be a new feature for the club, and all members are most cordially urged to attend.

The luncheon will be served by the Women's Service club at a very nominal price.

The program, which is being arranged by a committee composed of Mrs. D. W. Clark, Mrs. W. H. Stray, and Mrs. L. J. Carboni, will be given during the luncheon hour.

Reservations should be made as soon as possible with the secretary of the club, Mrs. Freeman Howes, phone Campbell 23F2.

GRANGE ASKS FOR REHEARING ON US MOISTURE TABLES

A resolution was presented by W. H. Reseburg of Morgan Hill and was adopted by the Orchard City grange at their meeting last Tuesday night. The resolution related to the recent moisture regulations established by the department of agriculture, governing the moisture content of California dried fruits, and asked for a rehearing.

Horace G. Keesling presided during the lecture hour, in the absence of Mrs. Jessie McChesney, regular lecturer. He introduced the speakers of the evening, Mr. and Mrs. Leo Sheehan of San Jose, who talked on the planting of seeds and hardy perennials that do best when planted in August.

J. E. Hanson entertained the members with flute and accordion solos.

Worthy Master L. T. Hendricks presided during the business session, when many plans were made for future activities of the organization.

A watermelon and cantaloup feed was enjoyed in the banquet room following the meeting.

THE SCHOOLS AND THE PEOPLE

BY ROY W. CLOUD

State Executive Secretary California Teachers Association

Fads and Frills in Education

Part One

Reading, penmanship, and arithmetic are "tool subjects" and as such they are necessary in the training of every citizen. They may be considered part of the "bread and butter" equipment of the citizen. But they are not basically character-building in purpose or effect.

The bread and butter aspect of life has with the machine age become less relatively important. Where men and women, and even small children, a hundred years ago labored as a rule 12 to 15 hours per day to produce enough of the necessities for society to subsist upon, the necessary work of the world can now be done by adults working not more than six hours per day. The result in human terms is a vast amount of enforced leisure. If human society is to endure in safety we must teach ourselves and our children how to use this leisure wholesomely.

Modern society has, to its own sorrow, over-emphasized the "making-a-living" phase of existence to the extent that we are in danger of forgetting how to live. Money and materials are necessary only because they provide the means of life. But money and materials never have and never can provide fulfillment of life. Human life cannot attain fulfillment on material grounds alone.

The cave man 20,000 years ago drew pictures on the walls of his caves to satisfy his yearning for the artistic. The ear of savage man was caught by the pleasing sound of his bowstring, and he invented the first stringed instrument to satisfy his inward desire for music.

Material wealth can satisfy most of man's animal urges for food, shelter, and comfort. Man's distinctly *human* urges depend upon, among other things, music and art. For man to deny himself these things is to deny his human destiny.

To over-emphasize the material phases of existence — to over-emphasize, as modern society has done and is doing, the making of a living—can only result in the deterioration of human character, and the eventual breaking down of social and moral principles.

The artistic, or, to call them by a broader term, the aesthetic cravings of man will not be denied. If we neglect them in their legitimate and socially constructive phases, we will inevitably find ourselves in a kind of questionable traffic, attempting to satisfy ourselves—trying to find life fulfillment—in illicit and socially destructive activities. On the one hand is the opportunity for the artistic and the wholesome, through which lies the way to sane happiness; on the other hand is the inartistic, the immoral, seducing society to the insanity of hilarity. We have gone a long way in the latter direction. A great many people today are mistaking hilarity for happiness. The poise and balance of character and culture can be attained only through the truly artistic.

S. P. Wreck Kills Brother-in-Law of Mrs. G. E. Jeffers

Tragedy stalked into Campbell last night on the heels of the Southern Pacific railroad wreck yesterday near Tucumcari, N. M., in which for the first time in 13 years fatalities occurred among the passenger list of a Southern Pacific train.

Bringing the disaster to the very doors of this village was the death of Paul D. Cook, a brother-in-law of Mrs. G. E. Jeffers, whose husband is employed at Field's store. Mr. Cook was a bridge inspector employed by the Southern Pacific company at El Paso, Tex, and was aboard the train in his official capacity.

The wreck occurred when the Golden State limited, crack transcontinental train, plunged through a bridge, whose flood and storm-weakened piers could not sustain the weight of the train. The scene of the tragedy is five miles east of Tucumcari.

Five people were known to have been carried to death in the locomotive and several cars which went into the river, and at least 40 people were injured.

Mrs. Jeffers is leaving tonight for El Paso to be with her bereaved sister, Mrs. Cook, who, with her husband, was a recent visitor in Campbell.

Miss Clara Rice Becomes Bride of Harry J. Quirke

Miss Clara Rice, daughter of Mr. and Mrs. A. D. Rice, was married to Harry James Quirke of San Jose at a beautiful ceremony held at the Campbell Methodist church Sunday afternoon. The Rev. C. E. Irons united the couple with the ring service.

The bride was given in marriage by her father, and was attended by her sister, Miss Lois Rice, and Miss Anna Prout and Mrs. Keith Maynard. Little Georgine Lloyd was flower girl.

The groom was attended by Keith Maynard as best man, and ushers were Stanley DeSelle and Herman rice ,brother of the bride.

Mrs. Freeman Howes sang "I Love You Truly," accompanied at the piano by Miss Veva Nichols.

The church had been attractively decorated with summer flowers of pink, blue, orchid and yellow by members of the Women's Service club.

The bride is a graduate of the Campbell high school, and is assistant surgical supervisor at the County hospital. The groom, who is the son of Mrs. Celia Quirke of San Jose, is a professional golfer.

After a brief honeymoon the young couple will make their home at Burbank.

China Missionary

Miss Dorothea Wakeman, who has been visiting her grandmother, Lucy Wakeman, will shortly sail for China, where she will enter the mission service for a five-year period.

THE FARMERS CORNER

By Ralph H. Taylor

Restoration of California's Market News service, first eliminated under the drastic economy program at Washington, but now operating again at full strength, marks a signal victory for California agriculture.

Of the utmost importance at this critical period, due to the vital need of accurate and up-to-date market information as a guide to growers in the disposal of their produce, the federal-state service was recaptured and restored at the insistence of a united farming industry.

Producers, dealers, farm cooperatives and independents all joined hands in the demand on Washington for continuation of the service, with business and civic organizations lending force to the appeal.

The value of the service, which furnishes honest information to the farmer on the condition of Eastern and foreign markets, is heightened in California because of the great distances which separate the California producer from his markets. It has proved an important safeguard to thousands of farmers in protecting them from grasping buyers or dealers and has also been a vital factor in controlling movement of crops to prevent glutted markets and price demoralization.

Still another important consideration was the fact that a series of short-wave radio bands, owned by the California Market News service and valued at millions of dollars, would have been lost to the farming industry if the service had been abandoned. The three shortwave radio bands, utilized daily in desseminating valuable market data to the state's leading producing areas, are not duplicated anywhere else in the United States.

California's great farm marketing organizations are "doing their part" in the nation-wide drive for economic recovery.

Leading the way, the California Fruit Growers exchange, the largest farm cooperative in the world, signed the President's re-employment agreement for the central marketing organization in California and for its 56 Sunkist sales offices throughout the nation.

"I am sure that the citrus industry is wholeheartedly behind President Roosevelt in his courageous effort to increase employment and improve buying power," said Paul S. Armstrong, general manager of the exchange.

"We are officially advised that the NRA program will not apply to labor used in growing and packing fresh citrus fruits, but that marketing groups are asked to comply, which we have immediately done."

Ross Gast, editor of "Southern California Crops," the very reliable and worthwhile market and field report published by the Los Angeles chamber of commerce each month, turns the spotlight on the practical dollars-and-cents value of cooperative effort and market control in his current report of developments in the avocado-calavo industry.

"Rapidly improving calavo and avocado prices and market offerings are now taking place," reports Gast, "due to better distribution and better control over the supply being brought about by the Calavo Growers 'exchange. The months of May, June and July saw the lowest prices on record locally, when independents' unstandardized and poorly selected fruit overwhelmed the market with shipments composing two-thirds of the total market offerings.

"Since the middle of July, the Calavo Growers' exchange has regained its over two-thirds market control, with the result that growers' returns are now rising and consumers are again receiving quality, standardized fruit."

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Visit Over Sunday

Mr. and Mrs. William Canfield stopped in Campbell over the week-end for a visit with Mrs. Canfield's mother, Mrs. Lilian Voge. The couple are on their honeymoon and have visited Tahoe and Yosemite, and enroute to their home at Madison, Wis., they expect to visit Yellowstone park.

"DOLLAR DAYS" ON ESPEE FOR LABOR, ADMISSION DAYS

Excursion travel over Labor day and Admission day this year will be helped by a double offering of cent-a-mile transportation by the Southern Pacific company, it was announced here today.

The Labor day schedule of Dollar day rail bargains, Aug. 31 to Sept. 4, will include all stations on the railroad's lines in six western states, with return limit of Sept. 2.

This will be followed by a two-day sale, Sept. 8 and 9, between all California points for the Admission day period, according to C. T. Tanner, local agent for the company. Reno is to be included in this offer, he said, and the return limit again is set for Sept. 12.

MRS. PUTNAM AND H. C. SMITH HEAD NRA WORK HERE

Mrs. O. A. Putnam has been appointed to establish a women's division of NRA volunteers in this locality. Harry C. Smith is chairman of the men's division and has already begun his work in connection with the NRA. Certificates of compliance for the NRA are being handed out by Mr. Smith, and through him can be obtained the insignia of membership.

Beach Picnic

Mr. and Mrs. W. H. Morgan Sr., Mr. and Mrs. W. H. Morgan Jr., Mrs. Hattie Bowen, Mr. and Mrs. Harold Hanson Sr., and Mrs. and Mrs. Harold Hanson Jr. were picnicking at New Brighton beach Sunday.

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Al Bulmore's Market
For the best meats available at reasonable prices -a trial will convince you
Free Delivery - Tel. 290

Yard Manager

Easton Carter has secured the position of manager at the Tynan Lumber company yard at Salinas, and will move his family there in time for the opening of school.

FIELD'S STORE

THURSDAY - FRIDAY - SATURDAY

OXYDOL, large pkg.	20c
CALO DOG FOOD, 3 cans	23c
Westlake Tuna, No. ½ can	14c
Westlake Salmon, No. 1 can	12c
Westlake Corn, No. 2 can	10c
Briardale Pineapple, No. 2½ can	19c
Briardale Tomatoes, No. 1 can	9c
M-J-B COFFEE, 1-lb. tin	31c
HORMEL HAMS, ¼-size, each,	89c
PABST-ETT CHEESE, ½-lb. pkg.	15c
Welches Grape Juice, pint boottle	15c
PALMOLIVE SOAP, 3 bars	17c
Sperry's Flour, 9.8-lb. bag	46c
Durkee's Mayonnaise, pint	22c
LIPTON'S TEA, black, ½-lb.	35c

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Get the facts of Discount Prices and exceptionally easy budget terms. The local office of this company can help you or see any dealer who sells gas appliances. These special discounts and terms will soon be no more. Act now.

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MODERNIZE YOUR HEATING SYSTEM · INSTALL NATURAL GAS NOW · It pays

CONTEST FOR CONSUMERS
Electric Refrigerator, Radio and 17 cash awards on prize list. See August issue of
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33-48

The People Say:

A PLACE RESERVED FOR THE RANK AND FILE WHO OTHERWISE HAVE NO MEDIUM IN WHICH TO PRESENT THEIR OPINIONS. PAPERS SHOULD BE FAIRLY BRIEF, AND FAIRLY WRITTEN—ON ONE SIDE OF MS. ONLY

How Shall the Unemployed Live?

Editor The Campbell Press:

The preamble to our constitution makes this statement:

"Every man has the right to life, liberty and the pursuit of happiness."

There is an element of freedom in the granting of the right of the pursuit of happiness.

Liberty is a broader term and more specific. We may choose our own vocation and so be placed in a position to pursue happiness. We also were granted, very wisely, by our constitution makers, the right to life. Upon life depends the other two privileges.

I am wondering if, should the machinery of production be curtailed and the income of all labor and industry increased to the saturation point, if we will not still have an unemployment problem? If so, who will feed the unemployed?

The constitution declares everyone has the right to life. But how can one live unless he be fed? Why not let the people feed the people from the product of the machine in the hands of the people?

It has been mathematically calculated that 10 per cent of the value of all products manufactured in the state of California will equal the amount paid if every voter in Caifornial received $10 per month, and every child of the voters, $5 per month.

The process is simple—

Every wholesaler who purchases from a manufacturer shall receive a rebate of 10 per cent of the invoice value of the purchase. This rebate will be in the form of a receipt which shall be sent to a state social credit bureau. This bureau shall print tokens to the amount or value of the receipts received from the wholesalers. The tokens shall be a legal tender for all purchases of produce or merchandise bought at retail.

The credit bureau shall send to the county supervisors in each county an amount of credit tokens based upon the voting population, and the children of such voters.

The supervisors shall send the tokens by mail each month to the voters and their children in the amounts designated. When the tokens are received by the retailers they shall stamp the tokens so they cannot be used further for purchases.

The tokens will then be redeemed by the wholesaler for goods purchased by the retailer. The wholesaler will send the tokens received by him to the social credit bureau where they shall be destroyed.

Since all voters receive the credit tokens there will be no class distinction.

If the manufacturer raised the price of his factory goods 10 per cent in the first place he would lose nothing by the transaction.

The consumer ultimately pays the bill with its increase, but he also saves the amount of the value of his token purchases. The retailer loses nothing because he passes the tokens on to the wholesalers from whom he purchased his goods. The wholesaler who has already received a ten per cent rebate from the manufacturer would lose nothing.

The buying public and the unemployed would benefit and there would be no need for a community chest in California.

Will the NRA try this plan or will there be no unemployed? Somewhere I have read: "The poor we always have with us." This may include the unemployed.

—Chauncey H. Whitman

Move to Oregon

Drs. Lebow and Lebow left Friday afternoon by motor for Medford Ore., where they will practice and make their future home.

In Oakland

Josephine LaBarbara was a visitor in Oakland Friday.

Back to Chicago

Walter Smily and his sister, Miss Isabel Smily, left early Friday morning for a motor trip to Yosemite and Lake Tahoe. Miss Smily left from Truckee Tuesday morning for her home in Chicago.

Mountain Visitor

Warren Shelley, one-time Campbell dweller and now living at Ben Lomond, was in town today calling on old friends. He called at the Press office where the editor enjoyed half an hour's visit with him.

ASK YOUR GROCER FOR TASTE GOOD BAKERY BREAD

Home

Mr. and Mrs. D. H. Cramer returned last week from Lake Elsinore, where they spent the summer.

Visits Friends Here

Mrs. G. E. Stallman of San Jose, former resident here, visited old friends in Campbell Friday.

Regular Meet

The Ada Rebekah lodge will hold a regular meeting at the I.O.O.F. hall next Tuesday evening.

LABOR DAY SEPT. 4TH

● Don't postpone getting the tires you need now. Enjoy your last summer holiday on a new set of Goodyears. Prices are still lower than they were last fall. Play safe. Before you start out, drive in and let us look over your tires.

BUY THIS TIRE

● Prices are marching up. But if you act in time you can still buy Goodyears at prices shown here—and most of them lower than they were last fall... Look at this new 1933 Goodyear Pathfinder. With FULL CENTER TRACTION, 20% thicker non-skid tread, and stouter Supertwist Cord body, it turns in more miles, more blowout protection, more safety, than you could get from any tire costing four times as much a few years ago ... Now is certainly the time to replace worn, dangerous tires with Pathfinders all around. No one can guarantee how long today's still low prices can last. We have your size. Be sure to get Goodyear quality tubes, too.

NRA MEMBER U.S. WE DO OUR PART

The New GOODYEAR PATHFINDER

4.40-21 $5.55	4.75-20 $7.00
4.50-20 $6.00	5.00-19 $7.20
4.50-21 $6.30	5.00-20 $7.45
4.75-19 $6.70	30x3½ $5.15

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Other sizes priced proportionately low

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The Campbell Press

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Member California State Press Ass'n.

Professional Directory

DR. F. R. ANDERSON
Physician and Surgeon
Office: Medico-Dental Bldg, San Jose: Hrs: 11 to 12 and 2 to 5
Hours at home: 9 to 11 & 7 to 9
Phones Campbell 164 & Col. 776
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ELECTRICAL TREATMENTS
GLASSES FITTED

Fraternal

Masonic Notice

Charity Lodge No. 362, F. & A. M., Campbell, Calif. Stated meetings held on the first Monday of each month.
Ira R. Abbott, W. M.
T. A. Robinson, Secretary

Independent Order of Odd Fellows

Morning Light Lodge No. 42 Meets every Thursday evening in I.O.O.F. hall. Sojourning members are cordially invited to attend the lodge meetings.
Fred Jones, N. G.
J. H. Bachman, Sec.

C of C Meeting

A regular meeting of the Campbell chamber of commerce will be held Tuesday evening, Sept. 5, at the Community hall. H. M. Shadle, president of the organization, is endeavoring to obtain an NRA speaker for the evening.

Watsonville Callers

Mr. and Mrs. Percy Dunlap and son were visitors in Watsonville Sunday.

To Tahoe

Mr. and Mrs. W. H. Morgan Jr. and Mr. and Mrs. Harold Hanson of San Jose plan to spend the weekend and holiday at Lake Tahoe and Reno.

ASK YOUR GROCER FOR TASTE GOOD BAKERY BREAD

Hardware-Plumbing
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Phone 134

RETAILERS MUST APPLY FOR PERMIT TO DO BUSINESS

Retailers of Campbell and the surrounding territory should send in their application for permit to do business not later than today, according to H. M. Shadle, president of the local chamber of commerce, who says it will be unlawful for anyone to engage in business as a retailer without having applied for a permit.

All places of business, even those selling their own produce, such as fruit and vegetable stands, should send in their application for permit under the general sales tax law. Information and blanks may be obtained at Shadle's drug store.

WAN-TADS

FOR SALE—"Quick Meal" gas range in good condition. Automatic oven heat control. $15 cash. Mrs. W. I. Merrill, phone Campbell 122.

Lanphears at Concord

Mr. and Mrs. E. E. Lanphear spent the week-end with the former's mother, Mrs. Mary Lanphear. Friends are pleased to hear of Mr. Lanphear's transfer and promotion to the managership of the American Trust bank at Concord. He was head of the Newman branch for a short time after leaving Saratoga.

Starting Real Recovery Days In California

CALIFORNIA STATE FAIR

Sacramento :: Sept. 2-9

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